



Remember. Celebrate. Explore.

13TH ANNUAL ALTAR TOUR OF THE

Día de los **MUERTOS**

OCTOBER 28TH-NOVEMBER 3RD, 2026

PRESENTED BY THE
NOGALES-SANTA CRUZ COUNTY CHAMBER
OF COMMERCE & COMMUNITY PARTNERS



An Invitation To Partner with Us!

The Nogales–Santa Cruz County Chamber of Commerce invites businesses and organizations to become community partners of the **2026 Santa Cruz County Día de los Muertos Altar Tour**, a countywide celebration honoring culture, family, remembrance, and the stories that connect our communities.

Día de los Muertos is a meaningful tradition that provides an opportunity to remember those who came before us while celebrating the lives, families, history, and cultural heritage that continue to shape our region.

For 2026, our goal is to expand the traditional altar experience into an interactive cultural and tourism initiative connecting participating businesses and organizations throughout Santa Cruz County.

Businesses, schools, nonprofit organizations, government agencies, cultural organizations, and community partners will be invited to create an ofrenda and **become an official Altar Tour Stop**.

Residents and visitors will then be encouraged to travel throughout the county using an official **Día de los Muertos Altar Tour Passport & Map**, visit participating locations, discover the stories behind each altar, vote for their favorites, support local businesses, and experience the communities that make Santa Cruz County unique.





This is more than an event.

It is an opportunity to:

- Preserve and **celebrate cultural heritage.**
- **Honor the individuals and families** who have shaped our communities.
- Encourage residents and visitors to **explore Santa Cruz County.**
- Generate additional **exposure and foot traffic for local businesses.**
- **Connect businesses with new customers** and communities.
- **Promote tourism and visitor spending.**
- **Strengthen collaboration** among businesses, schools, nonprofits, and community organizations.
- Showcase Santa Cruz County as a **culturally rich Southern Arizona destination.**





The 2026 Altar Tour *Experience!*

Participating locations throughout **Nogales, Rio Rico, Tubac, Tumacácori, Amado, Patagonia, Sonoita/Elgin**, and surrounding Santa Cruz County communities will be invited to **create meaningful Día de los Muertos altars**.

Each location will become an official stop on the tour. Visitors will be encouraged to:



VISIT participating altar locations.
DISCOVER local businesses and organizations.
LEARN the stories behind the ofrendas.
COLLECT passport stamps or digital check-ins.

VOTE for their favorite altars.
SHOP & DINE at participating businesses.
EXPLORE communities throughout Santa Cruz County.
CELEBRATE our shared culture and history.



The campaign will be promoted through the Chamber's digital communications, social media, visitor outreach, participating organizations, community partners, and tourism channels.



Why Become a Sponsor?

Sponsorship of the Día de los Muertos Altar Tour provides an opportunity to align your organization with a positive initiative centered on:

COMMUNITY

Demonstrate your organization's commitment to the families, businesses, and communities of Santa Cruz County.

CULTURE

Help preserve and celebrate an important tradition that has deep significance throughout our border region.

SMALL BUSINESS

Help generate awareness and visitor traffic \ for participating businesses.

TOURISM

Encourage residents and visitors to explore multiple communities and experience Santa Cruz County as a destination.

VISIBILITY

Receive recognition through a multi-location campaign rather than exposure at only a single event.

Sponsorship Opportunities

Presenting Sponsor — \$3,000

Exclusive Opportunity - The highest level of partnership and visibility.

Event recognition as:

“2026 Santa Cruz County Día de los Muertos Altar Tour presented by [Sponsor Name]”

Presenting Sponsor benefits include:

- Premier logo placement on the official Altar Tour Passport & Map.
- Premier recognition on official event posters and promotional materials.
- Premier logo placement on the Chamber's Día de los Muertos webpage.
- Recognition throughout the Chamber's social media campaign.
- Recognition through Chamber email and newsletter communications.
- Inclusion in applicable press releases and media communications.
- Recognition on official Altar Tour Stop materials.
- Recognition at the closing celebration and awards presentation.
- Opportunity for a company representative to participate in the awards ceremony.
- Opportunity to present the People's Choice Award.
- Dedicated sponsor recognition on Chamber social media.
- Sponsor recognition in selected Altar Tour video content.
- Opportunity to provide promotional materials or an approved visitor giveaway.
- Recognition in the Chamber's post-event impact report.

Limited to one Presenting Sponsor.



Sponsorship Opportunities

Marigold Sponsor — \$2,500

A premier partnership supporting the cultural and community experience.

Benefits include:

- Prominent logo placement on the Altar Tour Passport & Map.
- Logo recognition on event promotional materials.
- Logo recognition on the Chamber's Día de los Muertos webpage.
- Social media recognition.
- Chamber newsletter and email recognition.
- Recognition at the awards celebration.
- Opportunity to sponsor one official award category.
- Dedicated sponsor appreciation post.
- Recognition in the post-event impact report.



Sponsorship Opportunities

Community Culture Sponsor — \$1,000

Support cultural preservation and community participation throughout Santa Cruz County.

Benefits include:

- Logo placement on selected official tour materials.
- Recognition on the Chamber's Día de los Muertos webpage.
- Social media sponsor recognition.
- Chamber newsletter recognition.
- Recognition at the awards celebration.
- Recognition in the post-event impact report.



Sponsorship Opportunities

Friend of the Altar Sponsor - \$500

Help make the Día de los Muertos experience accessible to businesses and families throughout our communities.

Benefits include:

- Business name or logo on sponsor recognition materials.
- Recognition on the Chamber's event webpage.
- Social media recognition.
- Recognition during the closing celebration.





Signature Experience *Sponsorships!*

Organizations may also choose to support a specific component of the Altar Tour.

OFFICIAL ALTAR TOUR PASSPORT SPONSOR — \$2,500

Support the signature passport and map that guides visitors throughout Santa Cruz County. Includes prominent sponsor recognition on the official printed and digital Altar Tour Passport.

PEOPLE'S CHOICE AWARD SPONSOR — \$1,500

Sponsor the community voting experience and People's Choice Award. Includes recognition on voting materials and the opportunity to participate in presenting the award.

COMMUNITY OFRENDA SPONSOR — \$1,500

Support the Chamber's community altar honoring individuals whose lives and contributions helped shape Santa Cruz County. Includes prominent recognition at the Community Ofrenda.

THE COMMUNITY OF RENDA

"Those Who Built Santa Cruz County!"

As a special component of the 2026 program, the Nogales–Santa Cruz County Chamber of Commerce plans to create a Community Ofrenda honoring individuals whose work, families, leadership, entrepreneurship, service, and dedication helped build our communities.

Residents and businesses will be invited to submit photographs and brief stories remembering family members, entrepreneurs, educators, ranchers, workers, artists, public servants, veterans, community leaders, and others who contributed to the history and character of Santa Cruz County.

This special altar will remind us that our community's story was built by generations of individuals whose contributions should continue to be remembered.





Altar Tour Awards

Participating organizations will have an opportunity to receive recognition in several categories, which may include:

- **People's Choice Award**
- **Best Traditional Ofrenda**
- **Best Storytelling**
- **Most Creative Ofrenda**
- **Best Community/Nonprofit Ofrenda**
- **Best School/Youth Ofrenda**
- **Best Historical Tribute**

Award categories are subject to final participation and event committee approval.



Altar de Muertos

It is believed that during these days, the spirits of loved ones return to the world of the living to spend time with their families.

Altars are created with photographs, favorite foods, marigold flowers, candles, and personal belongings of the deceased.





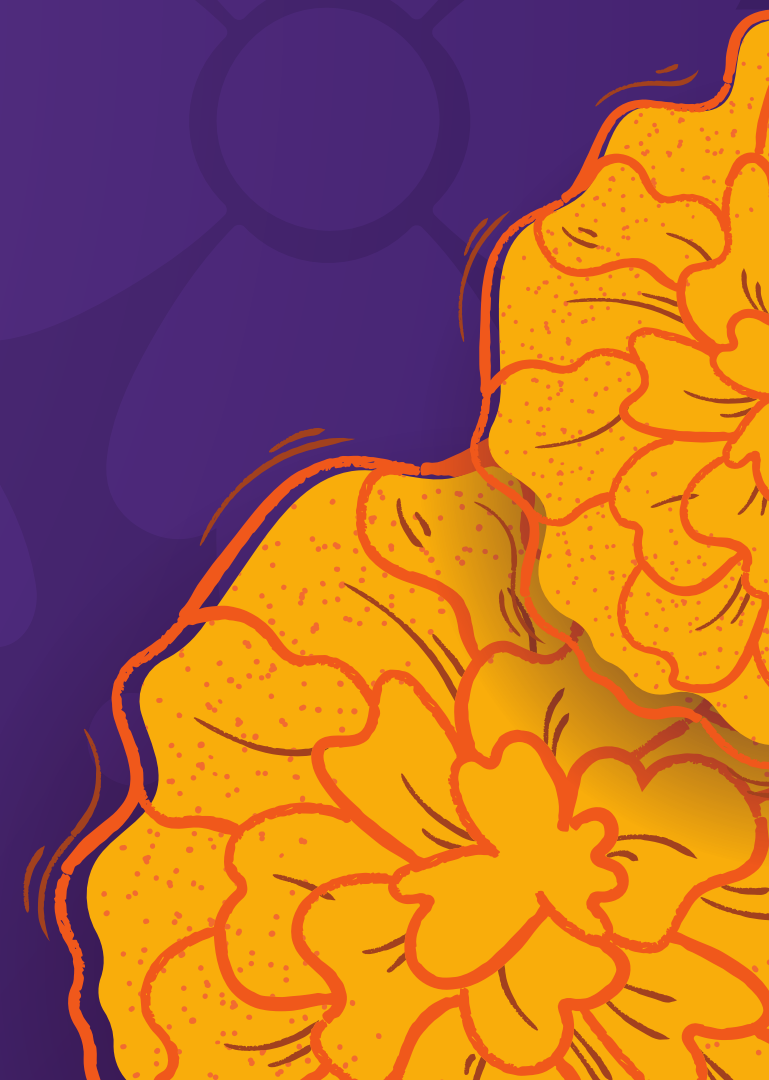
PARTNER WITH *Us!*

Your support will help us celebrate our cultural heritage while encouraging residents and visitors to discover the businesses, organizations, people, and communities that make Santa Cruz County special.

Together, we can create an experience that honors the past while supporting the future of our community.

**2026 Santa Cruz County Día de los Muertos Altar Tour
Nogales–Santa Cruz County Chamber of Commerce**

**For sponsorship information, please contact:
Olivia Ainza-Kramer, President & CEO
Nogales–Santa Cruz County Chamber of Commerce**



¡Gracias!

